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The topic is trade with Iron Curtain countries and the participants are (from left) Martin M. Pollak, Jerome I. Feldman and Stefan Jean Rundt.

Herald Tribune photos by MORRIS WARMAN

ANALYSTS' HUDDLE

The Trade Express to Moscow

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LEST anyone now fail to detect which way the East-West tradewind is blowing, no less a conservative group than the U. S. Chamber of Commerce has endorsed the idea of more trade with the Eastern bloc countries. Pro-trade sentiment among business men has been reinforced by publicly-sounded approval from the Commerce Department and President Johnson himself.

In fact, the tide of business opinion has turned so much in favor of selling to Russia and Eastern Europe that only some politicians are left to call the matter "controversial." Wall Street reporter David Deitch interviewed three interested parties on what the East means to the American business man these days.

Stefan Jean Rundt believes, with the English, he says, that "a lean Communist is not nearly as good as a fat one." Rundt is the well-known head of S. J. Rundt & Associates, consultants on international business. He had opposed East-West trade until about 1954, at which time he could no longer ignore what he now calls the "economic facts of life."

"While we are debating Berlin crises and heavens knows what, the West Germans are trading with the East to the tune of \$500 million a year," Rundt said. "This money is not included in their foreign trade because it's considered inter-zonal and therefore bilateral domestic trade. They are trading across minefields and barbed wire, but without duties."

"And German two-way trade with the Sino-Soviet sphere—in 1960, for instance, they traded more with Red China than the British—runs \$1.5 billion a year reciprocally. Europe trades \$4.5 billion a year both ways with the Sino-Soviet bloc and the neutralist world about \$9 billion a year."

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